

WFSB-TV
10/22-10/28

MARKET: Hartford/Now Haven
TARGET DEMO: ADULTS 35+
CLIENT: Friends of Chris Murphy

SCHEDULE DATES:
OF WEEKS or FLIGHTS IN SCHEDULE:
REMARKS: **order #498258**

DATE: 10-Oct-12
FILE: TVPW

STATION	DAYS	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT COST	TOT GRPs	TOT COST
WFSB	M-F	430-5A	M	News	325.00		1.8	5	\$180.88	9.0	\$1,825.00				
WFSB	M-F	5-530A	M	News	500.00		2.9	5	\$172.41	14.5	\$2,500.00				
WFSB	M-F	530-6A	M	News	4.6		4.6	5	\$173.91	23.0	\$4,000.00				
WFSB	M-F	6-630	M	News	1,200.00		4.8	5	\$250.00	24.0	\$9,000.00				
WFSB	M-F	630-7	M	News	1,200.00		5.6	5	\$214.29	28.0	\$6,000.00				
WFSB	M-F	7-9A	E	Early Show	300.00		3.5	8	\$85.71	28.0	\$2,400.00				
WFSB	SAT	6-7A	E	News	375.00		3.2	1	\$117.19	3.2	\$375.00				
WFSB	SAT	7-9	E	News	500.00		3.6	2	\$138.89	7.2	\$1,000.00				
WFSB	SUN	6-7	L	News	375.00		3.2	1	\$117.19	3.2	\$375.00				
WFSB	SUN	7-9	M	News	500.00		3.5	2	\$142.86	7.0	\$1,000.00				
WFSB	SUN	9-1030	M	CBS Sunday Morning	1,100.00		5.5	1	\$200.00	5.5	\$1,100.00				
WFSB	SUN	1030-1130	M	Face the Nation	400.00		2.5	1	\$180.00	2.5	\$400.00				
WFSB	M-F	9-10A	M	Regis and Kelly	200.00		2.9	5	\$68.97	14.5	\$1,000.00				
WFSB	M-F	10-11A	M	Let's Make a Deal	175.00		2.5	5	\$32.00	12.5	\$875.00				
WFSB	M-F	11-12P	M	Price is Right	750.00		3.0	4	\$250.00	12.0	\$3,000.00				
WFSB	M-F	12-1230	M	Noon News	325.00		4.2	5	\$77.38	21.0	\$1,625.00				
WFSB	M-F	1230-2P	E	Soaps	300.00		2.6	5	\$115.38	13.0	\$1,500.00				
WFSB	M-F	2-3P	E	The Talk	200.00		1.7	5	\$117.65	8.5	\$1,000.00				
WFSB	M-F	3-4P	E	Botter CT	200.00		1.8	5	\$111.11	9.0	\$1,000.00				
WFSB	M-F	4-5P	E	Dr. Oz	400.00		1.2	6	\$333.33	7.2	\$2,400.00				
WFSB	M-F	5-530P	L	News	1,800.00		6.8	5	\$264.71	34.0	\$9,000.00				
WFSB	M-F	530-6P	-	News	1,800.00		7.2	5	\$250.00	36.0	\$9,000.00				
WFSB	M-F	6-630	-	News	2,100.00		7.4	5	\$283.78	37.0	\$10,500.00				
WFSB	SAT	6-630	-	News	700.00		3.1	-	\$225.81	0.0	\$0.00				
WFSB	M-F	7-730P	-	Inside Edition	725.00		5.0	5	\$145.00	25.0	\$3,625.00				
WFSB	M-F	730-8	-	Entertainment Tonight	725.00		4.4	5	\$164.77	22.0	\$3,625.00				
WFSB	SAT	330-7	-	NCAA Football	150.00		1.0	2	\$150.00	2.0	\$300.00				
WFSB	M-F	1134P-1235	-	Lettorman	300.00		2.0	5	\$150.00	10.0	\$1,500.00				
WFSB	M-SU	11-1135P	-	Late News	750.00		4.9	7	\$153.06	34.3	\$5,250.00				
WFSB	M	9-11P	-	Pres Debate	6,500.00		6.0	1	\$1,083.33	6.0	\$6,500.00				
WFSB	SUN	1P	-	NFL	8,500.00		10.0	1	\$850.00	10.0	\$8,500.00				
										122	\$206.73			469.1	\$96,975.00
															\$0.00

REPORT PREPARED BY: Message and Media
CONFIDENTIAL

131

CONTRACT



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

And:

Message & Media Inc
 Attention: Leah Casterlin
 100 Albany Street, Suite 200B
 New Brunswick, NJ 08901
 USA

Contract / Revision 498258 /		Alt Order #
Product October 22 - October 28, 2012		
Contract Dates 10/22/12 - 10/28/12	Estimate #	
Advertiser Friends Of Chris Murphy		Original Date / Revision 10/19/12 / 10/19/12
Billing Cycle EDM/EDC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive House - National	Sales Office House-National
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/22/12	10/26/12	430A EYEWITNESS NEWS	430-5A		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$325.00			
2	WFSB	10/22/12	10/26/12	Eyewitness News	5am - 5:30am		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$500.00			
3	WFSB	10/22/12	10/26/12	Eyewitness News	5:30a - 6am		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$800.00			
4	WFSB	10/22/12	10/26/12	Eyewitness News	6am - 6:30am		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,200.00			
5	WFSB	10/22/12	10/26/12	Eyewitness News	6:30am - 7am		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,200.00			
6	WFSB	10/22/12	10/26/12	CBS: THE EARLY SHDW	7am - 9am		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				8	\$300.00			
7	WFSB	10/27/12	10/27/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$375.00			
8	WFSB	10/27/12	10/27/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$500.00			
9	WFSB	10/28/12	10/28/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$375.00			
10	WFSB	10/28/12	10/28/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				2	\$500.00			
11	WFSB	10/28/12	10/28/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 498258 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> October 22 - October 28	<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,100.00			
12	WFSB	10/28/12	10/28/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00			
13	WFSB	10/22/12	10/26/12	9am-10am	9am - 10am		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$200.00			
14	WFSB	10/22/12	10/26/12	10am-11am	10am - 11am		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$175.00			
N 15	WFSB	10/22/12	10/26/12	11a-12p Price is Right	11am - 12pm		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$750.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		3	WFSB	10/22/12-10/28/12	11a-12p Price is Right	11am - 12pm	MTuWThF----	:30	\$750.00	NM		
		See MG 15.6										
		6	WFSB	10/22/12-10/27/12	Eyewitness News	11PM - 11:35PM	MTuWThFSa--	:30	\$750.00	NM		
		Ⓜ. MG for 15.3 10/22										
16	WFSB	10/22/12	10/26/12	Eyewitness News	12pm - 12:30PM		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$325.00			
17	WFSB	10/22/12	10/26/12	M-F CBS Soaps	1230-2p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$300.00			
18	WFSB	10/22/12	10/26/12	M-F The Talk	2-3p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$200.00			
19	WFSB	10/22/12	10/26/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$200.00			
20	WFSB	10/22/12	10/26/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$400.00			
21	WFSB	10/22/12	10/26/12	Eyewitness News	5pm - 5:30pm		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,800.00			
22	WFSB	10/22/12	10/26/12	Eyewitness News	5:30pm - 6pm		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,800.00			
23	WFSB	10/22/12	10/26/12	Eyewitness News	6pm - 6:30pm		:30			NM	5	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$2,100.00			
24	WFSB	10/22/12	10/26/12	Inside Edition	7pm - 7:30pm		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$725.00			
25	WFSB	10/22/12	10/26/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$725.00			
26	WFSB	10/27/12	10/27/12	NCAA Football Reg. Season	11:00am - 7:00pm		:30			NM	2	\$300.00

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<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$150.00			
27	WFSB	10/22/12	10/26/12	Late Night with David Letterm	11:35pm - 12:37am		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$300.00			
28	WFSB	10/22/12	10/28/12	Eyewitness News	11PM - 11:35PM		:30			NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTFSS				6	\$750.00			
29	WFSB	10/28/12	10/28/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$8,500.00			
30	WFSB	10/23/12	10/23/12	NCIS	8pm-9pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$7,000.00			
31	WFSB	10/23/12	10/23/12	Vegas	10pm - 11pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,000.00			
32	WFSB	10/24/12	10/24/12	Criminal Minds	9pm - 10pm		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,600.00			
33	WFSB	10/24/12	10/24/12	CSI	10pm - 11pm		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,200.00			
34	WFSB	10/25/12	10/25/12	Person of Interest	9pm - 10pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$7,000.00			
35	WFSB	10/26/12	10/26/12	CSI:NY	8pm - 9pm		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,600.00			
36	WFSB	10/27/12	10/27/12	48 Hours	10pm - 11pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
37	WFSB	10/28/12	10/28/12	60 Minutes	7pm - 8pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$4,000.00			
38	WFSB	10/28/12	10/28/12	Good Wife	9pm - 10pm		:30			NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$3,100.00			
N 39	WFSB	10/22/12	10/22/12	National Debates	9pm-11pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$6,500.00			
N 40	WFSB	10/22/12	10/26/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$400.00			
Totals											131	\$127,675.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	131	\$127,675.00	\$108,523.75
Totals	131	\$127,675.00	\$108,523.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 498258 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> October 22 - October 28	<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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